

**ABSTRACT:**

The invention relates to a method of providing a decorative coating or text or the like on articles, like shavers, GSM's, cards, etc. The coating comprises a region-wise optically modified (patterned) cholesteric liquid crystalline layer, which is transferred onto a surface of the article by means of a transfer operation. The so-called in-mold decoration technique has been found to be very advantageous for the transfer of decorative (patterned) cholesteric liquid crystalline layers. In this technique the layer is (releasably) deposited on a plastic carrier foil and provided with a layer of adhesive. The assembly is inserted in an injection mold before the injection molding of polymer material starts. In this way decorative coatings (e.g. multi color images) and texts or the like can be even applied onto, non-even and slightly curved substrates.

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